

CASE STUDY: MEXICO CITY - PUBLIC SHARED BICYCLE SYSTEM ECOBICI



SUMMARY:

ECOBICI¹ is a public shared bicycle system of fourth generation implemented by the Mexico City government as part of the Bicycle Mobility Strategy.

Since its commission, in February 2010 with 1,200 bicycles in 85 stations, the Ministry of the Environment manages ECOBICI. In October 2016, ECOBICI counts with 6,100 bicycles in 452 stations distributed in an area of 32 km² of the city.

RESULTS:

In 2010 the use of ECOBICI had an estimated² GHG emission reduction of 22.2 ton CO₂e; in 2015 the reduction estimation was 770 ton CO₂e. In 2010 the estimated time saved by users was 57 days; in 2015 the estimated time was 9,633 days. In 2010 ECOBICI generated 95 full time employments; in 2015 the number of full time employees was 366.

REASONS FOR SUCCESS:

ECOBICI is a mobility alternative as an effective complement of existing transport systems and an exchange factor to solve mobility problems in one of the largest cities in the world. The transponder electronic card to access ECOBICI gives access also to the subway system, the light rail system and the BRT system Metrobus.

¹ Mexico City's Ministry of the Environment, ECOBICI. <https://www.ecobici.df.gob.mx/>

² CTS Embarq Mexico, Emissions Reduction Study and Co-benefits generated by the implementation of the ECOBICI Program. https://www.ecobici.df.gob.mx/sites/default/files/pdf/reduccion_gei_y_co-beneficios_generados_por_la_implementacion_del_programa_ecobici_201020112012.pdf